

## Message Text

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12

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W  
----- 060806

P R 140420T AUG 75  
FM AMCONSUL AUCKLAND  
TO USDOC WASHDC PRIORITY  
INFO SECSTATE WASHDC 482  
AMEMBASSY WELLINGTON  
AMCONSUL SYDNEY

UNCLAS AUCKLAND 0200

E.O. 11652: N/A  
TAGS: BEXP, NZ  
SUBJECT: AM-TECH '76 PROCUREMENT

REF: A. USDOC 11153 JULY 22;  
B. GOODSSELL/SILLOWAY LETTER AUGUST 4.

FROM GOODSSELL

COMMERCE FOR OIM/SILLOWAY  
SECSTATE FOR E.B. BILLER  
WELLINGTON FOR HARTWICK  
SYDNEY FOR TRADE CENTER

AS A RESULT OF EXHIBITOR RECRUITMENT MEETINGS HOSTED  
BY AMBASSADOR SELDEN IN WELLINGTON AUGUST 11 AND AUCKLAND  
AUGUST 12, SUBJECT EXHIBITION IS NOW 40 PERCENT  
RECRUITED WITH FIGURE 12 REPEAT 12 PARTICIPANT AGREEMENTS  
SIGNED.

RESPONSE HAS BEEN MORE IMMEDIATE AND ENTHUSIASTIC THAN OUR  
MOST OPTIMISTIC FORECAST. COMMERCIAL STAFF OF EMBASSY  
WELLINGTON, AND CONGEN AUCKLAND HAVE INFORMED  
SYDNEY TRADE CENTER DIRECTOR, GOODSSELL THAT THEY EXPECT  
TO HAVE THIS OFFSITE TRADE CENTER EXHIBITION FULLY  
PROCURED WITHIN A FEW DAYS AND NOW EXPECT TO SURPASS  
THE ORIGINAL GOAL OF 30 EXHIBITORS.

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PA'S ALREADY IN HAND ARE FROM IBM, NCR,  
3M, BURROUGHS, BREMINGTON AND PACIFIC LOGISTICS,  
SYSTEMS AND PROGRAMS LTD, FLETCHER HEALTH AND SCIENCE,  
KAROGUE ODEON BUSINESS EQUIPMENT, W&K MCLEAN LTD, IDL  
UTILITIES LTD AND INTERNATIONAL DATA LTD.

PARTICIPATION FEE OF NZ DOLS 900 WAS APPROVED BY COMMERCE IN  
REF A. AL PA'S LISTED ABOVE WERE RESIGNED ON THE BASIS  
OF THIS APPROVAL WHICH TRADE CENTER RECEIVED FROM COMMERCE  
JULY 22, AND ALL EXHIBITOR KITS DISTRIBUTED AT AUGUST 11  
AND 12 MEETINGS WERE BASED UPON THIS APPROVAL. CONTENTS  
OF THESE INFORMATION KITS WERE FORWARDED BY COMMERCE IN  
GOODSELLS LETTER AUGUST 4 REF B.

SYDNEY TRADE CENTER IS FAR ADVANCED IN PHYSICAL ARRANGEMENTS  
AND MARKET PROMOTION PREPARATIONS FOR THIS U.S. SOLO  
EXHIBITION OF U.S. COMPUTERS, BUSINESS MACHINES AND GRAPHIC  
ART EQUIPMENT TO BE HELD IN AUCKLAND MARCH 15-19 '76.

WITH EXHIBITION 40 PERCENT RECRUITED IT WOULD BE  
IMPOSSIBLE AND UNTHINKABLE TO RAISE THE PARTICIPATION FEE  
AT THIS VERY LATE DATE. SUCH AN ACT WOULD BE COMPLETELY UNFAIR  
NOT ONLY TO EXHIBITORS BUT TO AMBASSADOR SELDEN AND STAFFS  
OF EMBASSY WELLINGTON AND CONGEN AUCKLAND WHO HAVE PUT  
THEIR CONSIDERABLE EFFORTS AND REPUTATIONS ON THE  
LINE IN RECRUITING EXHIBITORS ON THE BASIS OF THE FEE  
APPROVED BY COMMERCE IN JULY 22 CABLE (REF A).  
WILLIAMS

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NNN

\*\*\* Current Handling Restrictions \*\*\* n/a

\*\*\* Current Classification \*\*\* UNCLASSIFIED

## Message Attributes

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**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Copy:** SINGLE  
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**Decaption Date:** 01 JAN 1960  
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**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**TAGS:** BEXP, NZ  
**To:** COM  
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